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The ROYAL STANDARD

ROYAL TYPEWRITER COMPANY, INC., 316 BROADWAY, NEW YORK CITY, U.S.A.

Volume XI

AUGUST - 1926

Number 8

The Royal Portable Typewriter

The ROYAL PORTABLE
Is Completely Standard
*Standard Keyboard
Two Shift Keys
Shift Lock
Margin Release on Keyboard
Back Spacer
Combination Carriage Return and Line Space Lever
Standard Width Paper Capacity
Automatic Ribbon Reverse
Two Color Ribbon
Perfect Visibility Stencil Device*



The ROYAL PORTABLE
Has Many Additional Conveniences
*Light, swift, responsive touch—just like the Standard Royal
Accessible Margin Stops
Speed—more than enough for the fastest operator
Weight—only 9½ pounds
Paper and Card Bail
Dust Protection
Paper Table
Longest Writing Line
Nothing to Fold*

THE new Royal Portable arrives on the scene with a heritage which is both a gift and an obligation. The name it bears is a great one in the office equipment industry. "Royal" on a typewriter means high standard of quality and accuracy of manufacture. It means fine workmanship and finer work. It means easy writing and clean-cut, legible letters. Above all, it means success and recognition for a product bearing the name—because of these qualities that it has come to represent.

The Royal Portable has success assured, because it is "Royal"—but it also has a debt—to be as pre-eminent in the field of Portables as the No. 10 Royal is in the standard field—in the three qualities by which any piece of machinery is judged—design, manufacture, and operation.

Mr. Hess and the Experimental Staff have labored for years in the perfection of each minor detail of design. They were determined that the finished portable should be as fine a product as it was possible to make, before it was given to the public—and they have achieved notable success.

It is no half-designed, half-faulty writing machine which bears the name "Royal Portable," but one upon which men of undoubted mechanical genius and ripe experience have placed their stamp of approval and declared they are satisfied it is ready for the public.

Made in the Royal Typewriter Factory at Hartford, Conn., where a million machines have already passed through and added to the cumulative experience of the Royal artisans—Royal Portable's true worth of manufacture needs no better recommendation.

It is "on the job" in the hands of the user that the Royal Portable must win its spurs, and with its wealth of added conveniences—the ease with which it fits in to any kind of personal writing and business writing—its quick reception and sweeping popularity are certain.

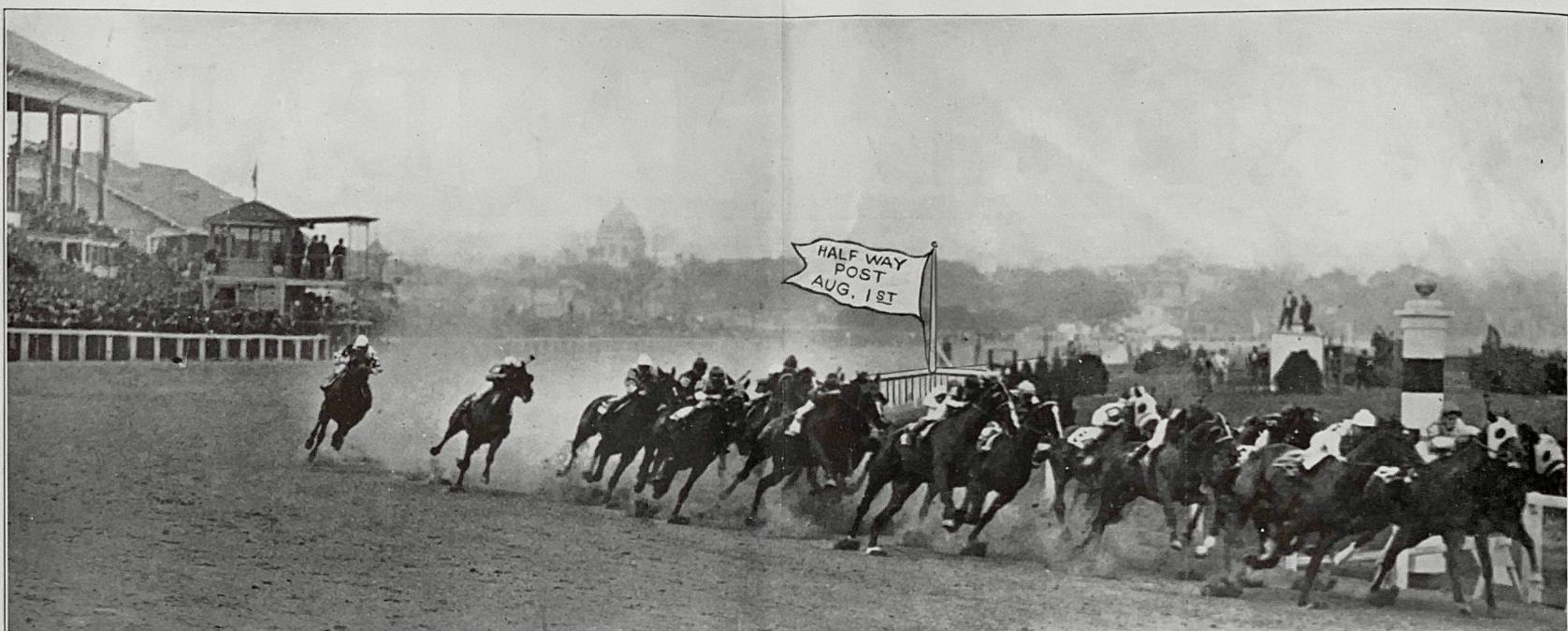
There is not space to tell you all about the new Royal Portable. The features enumerated above will give you a good idea of its possibilities. It is exceedingly simple to use and has all of the easy-writing qualities of the Standard Royal, assured by the Royal Accelerating Type Bar Action, a wheel escapement and an unusually smooth-running Ball-Bearing Carriage.

Everyone who has used the Royal Portable is enthusiastic over its ease and speed of operation. And besides—

"Compare the Work"



PACE FAST—CONTESTANTS BUNCHED AT TURN



Even the finish of a good race is not as thrilling as the point just beyond the half-way mark where the good horses are all bunched up and for a time it looks like anybody's race.

The pace has not yet begun to take its gruelling toll—but the time is coming soon when class will reveal itself and step out from the field.

When you read this, it will be rapidly flying on to the end of the month and the end of the Big Money Race among the Branches.

Perhaps—and quite probably—some of the Big Engines will be gathering speed—like Chicago, or Louisville, or San An-

tonio—and some of the less able will begin faltering and stumbling—but while this is being written they are all bunched up—all running gamely at break-neck speed—the lead see-sawing from one to another.

That is the state and condition of things in each of the three divisions.

There are no favorites and fifty Dark Horses, and it is going to take a decisive burst of speed and plenty of stamina for anybody to run away with the prize.

It is a delight to the eye to read the letters many of the managers have sent to Sales Manager Larsen. The Company is going to pay out a lot of prize money if

each one of these managers realizes on his expectations.

* * *

It is going to require more than mere selling and managerial ability to come through a winner in Divisional Contests.

We are finding that a great many of our managers possess these two qualities in abundance—and selling skill is no longer a rarity.

What WILL win the contest—and what a race of this kind will prove, is that some one of our managers—or some few of them—have that "fighting heart"—the ability to laugh off the big and little disappointments, the wholesome determina-

tion to win in the face of everything—the inability to admit defeat—gameness under pressure.

* * *

We have provided second and third prizes in each of the divisions because we realize how little very often separates victory from defeat. Very often in a tight contest three men will run neck and neck—surmounting every difficulty—passing every other contestant, and a "break" will give one of them the victory. He deserves first prize. He has fairly won it. But the others, too, have succeeded beyond the average and they, too, deserve recognition. Hence a second and third prize.

CENTRAL DIVISION NEWS

Kinnaman, Columbus, and his organization of go-getters put over a real month in July. They went away over quota—Columbus is generally there or thereabouts when a contest is mentioned.

* * *

San Antonio led the Central District for July with 166.6 per cent. of their quota which is stepping along some in any Company—Jackson says, "count the cash and send me my share"—Still you can never tell.

* * *

Davenport came back strong for July and came close to quota, they went away beyond last years sales for the office—Congratulations are due Swaisgood—Keep going for August.

* * *

Fort Wayne with Jack Shea leading the coin chasers made 125 per cent. of quota. Jack says Fort Wayne can use that cash as good as anyone else and he see's no reason for letting his share slip.

* * *

Des Moines came through strong for July equalling last year's record and stepping right up with other offices in the Central District—Anderson got married recently, we are wondering if we should not congratulate the wife.

* * *

Shumway, Duluth, is still piling up increases and is back again with a good record for July. He showed a tremendous increase over last year. Now for August.

CANADIAN NEWS

Mr. S. M. Steeves has recently been appointed Manager of our Toronto office. To quote Montgomery, Steeves is one of the most enthusiastic hardworking typewriter men he has ever known. He has had years of experience in the typewriter field and has always been at the top or very near it on every sales force he has ever been connected with. The Toronto organization with Steeves at its head should make typewriter history. We at the home office are all pulling for the Toronto organization. Let's see what you can do to August records.

The Montreal organization has completed the first half of 1926 with a record for increased business that will take some shooting at. Newlands is putting Montreal on the map for Royal, he has a hard working, hard fighting sales organization. Salesman Vogt is the veteran of the organization and the leading trial hound of Canada. Vogt says trials are the most productive and cheapest form of advertising. Wright and Mongeon are two live wires that round out the best sales organization Montreal has ever had. We congratulate the Montreal office on its showing for the first six months and believe as they do, that Montreal is going to be one of our real branches.

The Toronto and Montreal organizations have inaugurated a "KNOW THE ROYAL CAMPAIGN." Every salesman in the two offices has taken the respon-

sibility of making a definite quota on trials each and every month up to December. Managers Steeves and Newlands claim that by the end of December there will be a brand new crop of Royal converts in the two main Canadian cities. Go to it, boys! We will be watching your campaign with interest. You have the right dope on how the Royal should be sold—give the machine a chance, those who know the Royal buy it.

EXPERIMENTAL DEPARTMENT ON A JAMBOREE

One of our more or less silent departments breaks into the news. If you proceed to the rear of the fifth floor of the Royal Building, you see a great high partition and hear a low sullen rumble of machinery—and feel an air of mystery and things betiding.

Yet behind this partition, working away at matters extremely important to Royal's future welfare, are some of the finest fellows in the organization. We wish you men outside could get to know them better.

On July 10th, they held a little get-together and outing—seven strong—away out at Delaware Water Gap, Pennsylvania. From everything we heard, they had a wonderful time—and all stayed perfectly responsible and sober. That is, all except our friend Frank Koehler—who took one Coca-Cola too many.

COLLECTION STANDING AT END OF SECOND MONTH OF THE THIRD QUARTER

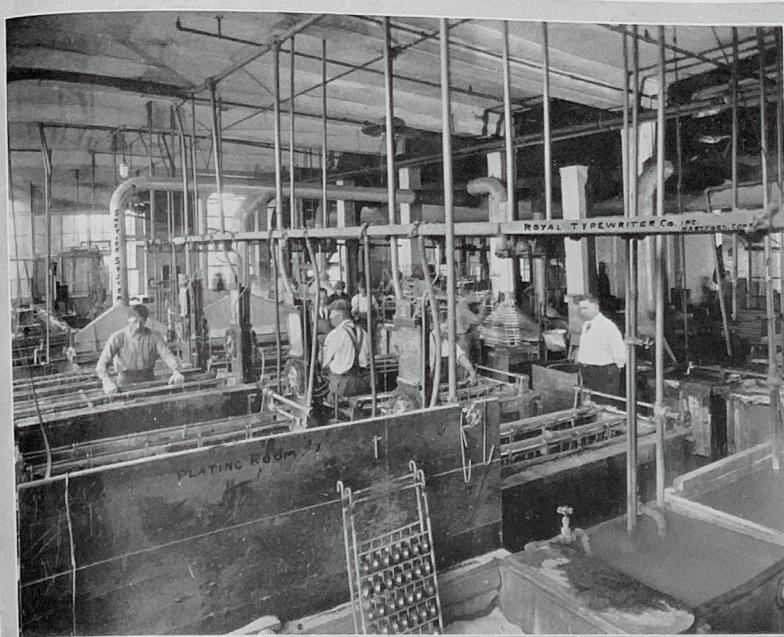
Portland—Leader in the last three months, has been forced to stand aside by the rush of three other heavy hitters—Boston, Kansas City and Chicago. Boston stepped out into first place with a rush and now holds a marked advantage. But this is only the first month—with two more stanzas to go and there is no telling how the final results are going to look. Here are the first month's ratings:

1—Boston	10—Houston
2—Kansas City	Baltimore
3—Chicago	11—Philadelphia
4—Portland	12—Louisville
5—Detroit	13—Washington
6—Buffalo	14—Los Angeles
7—Indianapolis	15—Pittsburgh
8—Cleveland	16—San Francisco
9—Cincinnati	17—New Orleans
Hartford	18—Atlanta
Minneapolis	Dallas
	New York

DO YOUR LETTERS LOOK ROYAL?

Letters going out of Royal Departments and Royal Branches have a burden to carry. People know they are written on Royal typewriters—and look for the quality of work that our "Compare the Work" slogan has told them to expect from a Royal. Check up now. Be sure that every letter from your office really LOOKS Royal.

LARGE ADDITION TO ROYAL PLATING ROOM



No. 1—Section of Old Plating Room



No. 2—New Addition to Plating Room

We are giving you in this number descriptive reading on one of the principal finishes used in our product, viz., Plating. In the last few years, plating has become more and more a definite scientific calculation of formulas, time and methods. Formulas have been originated, based on definite chemical reactions. Time has been computed on exact details of these reactions. Methods have been systematically formulated as a result of the above two, so that today positive results are assured if the human equation element can be relied upon. Unfortunately, the last is almost impossible. Carelessness in handling the proper proportion of the chemicals, maintaining the strength of solutions, maintaining clean solutions, maintaining proper voltage and amperes, maintaining clean electrical connections, maintaining clean work, and so it goes, —many other necessary details far too numerous to mention are in the hands of the human beings who form the plating room organization. Despite this, gauges, indicators, testers and automatic machinery are fast coming into use to such an extent as to minimize the human

delinquency to a pronounced degree. Plating Rooms as large as the one at the Royal plant, have their own laboratory wherein tests can be made of all the elements entering into the plating requirements. We have the laboratory man test at regular periods, and without entering into the complicated phraseology of the chemist, and to make this reading as interesting as possible, would state that among our tests are the following:

- 1—Means wherein we can find the ounces of nickel in each gallon of solution, so that we may determine whether or not we are carrying solutions at the required strength.
- 2—Means to find the amount of Alkali per gallon of solution.
- 3—Means to find the ounces of Sal Ammoniac per gallon of solution.

Now when the chemist finds the above means denote the solution not up to standards required, he immediately notifies the head of the plating department, stating the efficient concentration is lacking, due to insufficient nickel, or the Alkali or Sal Ammoniac too weak or strong.

So much for that; we imagine you perhaps are more interested in the new addition to our present plating room because space is not added unless sales are increasing sufficiently to warrant it, hence, we all will read with interest an article that shows what our growth is.

We have had made up two photographs, one showing a part of the old plating room, and the other a part of the new plating room addition. Give a glance at No. 1 and note the congestion in this department and you can readily understand the great need for more floor space. In this room we have four generators from 600 to 2000 amperes each. We operate what is known as "still" tanks where the parts are placed in the still nickel solutions; we also have several "agitated" tanks where the solution is continually stirred by automatic mechanical means. We also have a full automatic, huge long tank of the very latest design where parts are placed and carried around the entire length of the tank while being plated and unloaded at the loading point, controlled by a time element sufficient for requirements. The

tanks are controlled by electrical instruments indicating strength of amperes, volts, etc. Our old plating room has about fifty-five hundred square feet and our new room adds about forty-three hundred more. In the new room, we have a 3000 ampere generator, an additional continuous type, automatic chain conveyor, tank motor driven by variable speed motor, 220 volts. Please note the splendid light effect, the fine acid proof brick floor. This room when completed will be one of the finest plating rooms in the Eastern states. Royal finish stands the government tests.

The best made Typewriter in the world could not be a success unless its design and finish was a part of its utility. Therefore, utility of design and finish become integral with Quality utility; all are required. The psychology of the user of the typewriter plays a part in this in that a pleasing and durable finish as well as a pleasing design creates a favorable mental attitude on the part of the user toward the machine; combine these two elements with the elements of utility and durability and the world will want your product.

"ROYTYPE" QUOTA COLUMN

JUNE—1926

In the last issue of the "Standard" we told you that three of our Branch Offices had already reached their "Roytype" quota. This month we have the pleasure of announcing that seven of our Managers pushed their Offices to that point. The list is growing and will continue to grow and before long the time will come when we can proudly say that "all Royal customers use the 'Roytype'."

Who are the next Managers to join the onward march?

- | | |
|--------------------------|------------------|
| 1—South Bend (Q) | 21—Scranton |
| 2—Seattle (Q) | 22—Houston |
| 3—Davenport (Q) | 23—Atlanta |
| 4—Pittsburgh (Q) | 24—Grand Rapids |
| 5—Springfield, Mass. (Q) | 25—Buffalo |
| 6—New York (Q) | 26—Worcester |
| 7—Albany (Q) | 27—Cincinnati |
| 8—Fort Wayne | 28—Philadelphia |
| 9—St. Paul | 29—Washington |
| 10—Akron | 30—Rockford |
| 11—Dayton | 31—Hartford |
| 12—Chicago | 32—Rochester |
| 13—Denver | 33—Richmond |
| 14—Boston | 34—Fort Worth |
| Columbus | 35—Memphis |
| Newark | 36—Louisville |
| 15—Portland, Me. | 37—San Francisco |
| 16—Harrisburg | 38—Peoria |
| 17—Dallas | |
| 18—Portland, Ore. | |
| 19—Milwaukee | |
| 20—Jacksonville | |
| Bridgeport | |

- | | |
|-------------------|------------------|
| 35—Eric | 44—Birmingham |
| 36—Omaha | 45—Johnstown |
| 37—Indianapolis | 46—Oakland |
| 38—St. Louis | 47—Waco |
| 39—Bangor | 48—Weston |
| 40—Detroit | 49—Baltimore |
| 41—Little Rock | 50—New Haven |
| 42—Pittsburgh | 51—Des Moines |
| 43—Providence | 52—Wichita Falls |
| Minneapolis | |
| Duluth | |
| New Orleans | |
| Springfield, Ill. | |

APOLOGIES TO MR. FLYNN

In last month's Royal Standard, in the center of the first page, we showed a picture of a Factory Conference, and named the gentlemen whose faces appeared in the picture. An error was made in the name of the third gentleman from the left, who should have been listed as "Mr. Flynn." We hope our factory folks, with their usual kind attitude, will pardon the error, which was made unwittingly.

MR. KOSTER, ASST. MECHANICAL SUPERINTENDENT

Incidentally, we are happy to show a picture of Mr. John L. Koster, Assistant Mechanical Superintendent of our Fac-

tory. We did not have a picture of Mr. Koster in showing the important "Factory Overheads" last month, and while his picture is shown separately this month, we want you to know him, because he is one of the most important of them.



MR. KOSTER

THE INDIAN WAY

By F. ROMER

Indians, when extremely fatigued, pick up a stick and carry it a distance upon their shoulders, whereupon throwing it down, they feel relieved and journey on.

When you believe that you are bearing all you can, the addition of a new care or a greater responsibility very often has the same effect as the Indian's stick—only, once you take it upon your shoulders, you do not put it down to get the extra strength. The added burden broadens your capacity to cope with it. Your power expands under sudden call when it would never find expression were the means left for you to seek out.

Don't, therefore, resent the extra task, welcome it. Count it a means of development, betterment, self-unfoldment.

"Let every man mind his own business."

Yours is selling typewriters—are you on the job?

SERVICE CONTEST FOR JUNE—1926

DIVISION NO. 1

"Chicago Leader Once More"

Our Chicago Service force again demonstrated that they are leaders. Mr. Tomek and his men try every month of the year for first place. If you don't believe us watch this aggregation during the month of August; in fact, any month.

Mr. Daly of Hartford must have inspired his men to a large extent during June because nothing short of inspiration could have helped them accomplish what they did. The months of April and May saw this bunch of workers sadly behind in their fight for the six months 100 per cent., but, Daly still had the month of June and he used it. The result is the 100 per cent. for the first half. Second place for June, Hartford.

Foreman Buskirk of Indianapolis worked hard during the sixth month of 1926 and with the co-operation of his fellow workers gained third place.

1-Chicago 6*	13-Detroit 6*
2-Hartford 4*	Kansas City 5*
3-Indianapolis 5*	14-Baltimore 3*
4-Louisville 3*	15-Buffalo 3*
5-San Francisco 6*	16-Cincinnati 6*
6-St. Louis 6*	17-New York 3*
7-Houston 5*	18-Philadelphia 4*
8-Cleveland 6*	Atlanta 6*
9-Pittsburgh 6*	19-Washington 4*
10-Portland, Ore. 3*	20-Minneapolis 5*
11-Boston 6*	21-New Orleans 4*
12-Los Angeles 2*	22-Dallas 3*

DIVISION NO. 2

"Grand Rapids the Headliner"

The three plugging Foremen who ran off with honors during June are, Messrs. Martell, Moehrig and Fortin of Grand Rapids, San Antonio and Worcester. All three of these men deserve a great deal of credit, not because they won the three leading places but because they worked hard. Each of them start every day with a determination to put in a good day's work. The rest takes care of itself.

1-Grand Rapids 5*	21-Dayton 3*
2-San Antonio 5*	South Bend 1*
3-Worcester 5*	22-Providence 2*
4-Youngstown 5*	23-Denver 4*
5-St. Paul 1*	24-Springfield, Mass. 2*
6-Bridgeport 6*	25-Milwaukee 3*
7-Jamestown 2*	26-Baltimore 2*
8-New Haven 4*	27-Peoria
9-Evansville 2*	28-Columbus 2*
10-Birmingham 5*	29-Rochester
11-Omaha 3*	Memphis 1*
12-Newark 6*	30-Richmond 1*
13-Harrisburg 2*	Albany
14-Portland, Me. 2*	31-Johnstown 1*
15-Bangor 4*	Wichita Falls
Springfield, Ill. 1*	32-Fresno 4*
16-Fort Worth 2*	33-Duluth
17-Fort Wayne 1*	Waco 1*
Oakland	34-Scranton 2*
18-Akron 4*	35-Erie 1*
19-Davenport 4*	36-Little Rock
20-Jacksonville 2*	37-Rockford 1*
Toledo 1*	38-Wilmington

CANADIAN SERVICE DEPARTMENTS

MONTH OF JUNE

Mr. Edwards of Toronto is the Canadian leader for the month of June and Mr. Cox and Mr. Taylor, both tied for second place, follow closely on his heels.

Watch Canada the last six months!

1-Toronto 5* 2-Montreal 1*

Ottawa 3*

"What man has done, man can do."

Some salesmen have made M. A. D. club every month. So can you.

"Luck is a matter of preparedness."

Do you know enough about Royal Typewriters to sell them?

"Continual dropping wears away a stone."

Do you accept the first "No" as final?

DEALERS' PAGE

DEALER NEWS

Russell & Cockrell head the list of Royal Dealers for percentage of gain in sales over Quota for the month of July. Their record shows exactly 400 per cent. of Quota for the month which is ordinarily considered a rather slack month. This simply shows that hot weather has little to do with it, but that GOING AFTER the business in dead earnest is just about all the explanation any one need make. We congratulate our friends in the Panhandle, and look for another fine record this month.

* * *

Walter W. Prior, with one of the largest Quotas assigned to any Royal Dealer, made over 363 per cent. of Quota for July. We are quite accustomed to good records from Mr. Prior, but considering everything, we regard his July performance as extraordinary. Our hearty congratulations and sincere thanks are extended to Mr. Prior and his splendid Organization.

* * *

The Galesburg Typewriter Company scored a little over 300 per cent. of their July Quota which is a high record for this comparatively young Organization in the Royal ranks. We tender our thanks to Mr. Misch and Mr. Ginnings, as well as to their assistants, for this exceptional July record.

* * *

In the past it has been our pleasure many times to announce one high record after another made by the T. H. Payne Company. A real Lookout Mountain record was made in July with more than 300 per cent. of Quota.

We thank our progressive Dealers at Moccasin Bend for this fine example of what can be done by GOING OUT TO GET THE ORDERS.

* * *

If Loren Spiece missed anything except his Quota (and that only by the smallest margin) in June, he surely did not miss

anything in July. His short vacation at the National Capitol seems to have given Mr. Spiece a new vision of what a real Royal salesman can do in less than one short, hot month. Almost two hundred per cent. of Quota is Mr. Spiece's record for July.

* * *

Special mention is due Mr. R. R. King and his organization for a wonderful July record of well over one hundred per cent. of Quota. Mr. King has one of the very largest Quotas in the Department. Please accept our thanks, Bob; that's fine.

* * *

In regular course, year in and year out, Pound & Moore never fail. Almost invariably 100 per cent. or more of Quota. In July it was well over the hundred per cent. mark. Our appreciation of such a record and of such a Royal Dealer is genuine and sincere, and we want you to know it, Mr. Pound.

* * *

It is a pleasure to welcome to the family of Royal Dealers the following members who have recently associated themselves with the Royal Organization:

Mr. E. A. Dowling.
Fulton County Office Supply Co.

Mr. Ward J. Kelly.

Mr. Jake Engel.

Robidoux Printing Company.
Commercial Ptg. & Sta. Co.

Mr. Engel celebrated the very first day of his connection with us by landing a twenty machine school deal, and closing three commercial sales as well, all in one day. That is a fine start, Jake, and we congratulate you heartily. We are going to look for still greater victories in the district which we are satisfied will be thoroughly cultivated by Mr. Engel and his associates.

Haven't you often noticed a new recruit going along bagging orders here and there that the old, experienced salesmen considered impossible to secure. We have, and many times we have tried to find out how they did it. It certainly could not be due to experience and deep knowledge of the "standard" procedure in selling typewriters. But somehow these fellows would find something to take the place of experience and even of technical knowledge of the product. It looks to us as though FAITH, ENTHUSIASM and HARD WORK are the tools these boys use to make records with. Some of us old-timers might do well to revive our faith, re-charge our enthusiasm, and wear out some more shoe-leather.

* * *

Reports from Royal Dealers and Royal traveling representatives from all sections of the country bring cheerful news of increasing Royal popularity, and substantial Royal progress being made by Dealers. Almost daily we hear of new customers of local and national prominence joining the ranks of pleased Royal users. In such cases it is usually true that the Dealer has been working for these new accounts for months, or even years. In many instances it takes time to build up the case so that an order may reasonably be expected.

The equipment in use at the time negotiations are started may be such that it would not be advisable to exchange it for several months, or even a year or so. The important thing is to get the prospect as well acquainted with the Royal as can be done, before the date the order is to be placed. It is of course difficult to introduce a typewriter into a busy office at a time when no purchases are contemplated, and get it placed for a fair trial. But, this is really the time to do it, and the experiences of Dealers shows that it pays. If trial machines are placed properly and explained clearly and diplomatically, they will sell themselves in nine out of ten cases. To know the Royal is to like it, and to like it is to buy it. Therefore, help your prospects KNOW the Royal as you know it, and they will buy it.

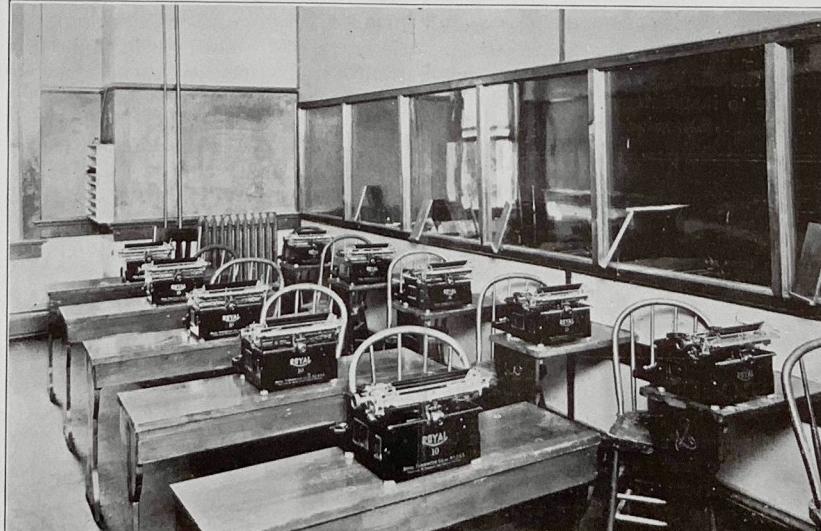
DEALERS' HONOR ROLL

A. G. Packard
W. W. Prior
S. M. Evans
L. E. Spiece
Galesburg Typewriter Co.
A. W. Peters
T. H. Payne Co.
Preston Typewriter Co.
Carolina Typewriter Co.
Pound & Moore
W. E. Jackson
Commercial Printing and Stationery Co.
B. M. Gragg
Tulsa Typewriter Co.
Grant's Typewriter Exchange
Russell & Cockrell
Idaho Typewriter Exchange
Roy A. Davis
Boulder Typewriter Exchange
Graham & Wells
C. W. Rulien
Crosby-Mook Typewriter Exchange

DEALERS MAKING M. A. D. FOR JULY

W. W. Prior
L. E. Spiece
Galesburg Typewriter Exchange
T. H. Payne Co.
R. R. King
Pound & Moore
J. C. Good
J. E. Gaffaney
R. G. Nichols
Russell & Cockrell
L. Pollak
H. J. Smith
Frank Coleman

School Business—A Big Field



Royalizing school equipment is quite an accomplishment. Not only is it something to be thought of for the moment, but its future potentialities are something which the dealer must foresee and prepare for.

Students who learn on Royals are most apt to demand Royals when they enter the business world. The average student is at the age where life-long impressions are formed. In business, the impressions of Royal work and ease of operation

formed in school influence their preference for machines.

The Office Specialties Company, Fargo, N. D., of which J. E. Gaffaney is President, are staunch believers in school business. They realize its immediate return as well as its potential benefits.

The Office Specialties Company have been successful in getting the State School of Science at Wahpeton, N. D., to standardize on Royals exclusively. We reproduce above a section of classroom.

"VISIBLE" Combines



"Business before pleasure" is an old and oft repeated axiom. But this does not necessarily mean that the two cannot be happily combined, for that is what is actually being accomplished by the employees of the Visible Writing Machine Co., Ltd., of London, Royal distributors for the British Isles.

The accompanying photographs were taken on Saturday, June 26 at Eden Park, London, on the grounds of the Royal Typewriter Sports Club. This was on the occasion of the Annual Cricket Match between the Royal employees and those of the General Electric Company. The match resulted in a victory for the Royal Typewriter Team, who won by a margin of 78 runs against 34.

Upon the conclusion of the cricket match, a tennis tournament was held, in which the employees of the Jewish Colonial Bank were entertained. The Ladies Singles Match was won by Miss Dora Clark, Accounts Department, with Miss Winifred Dunkley, Telephone Department, as runner-up. In the Men's Singles, the match was won by Mr. John Harrison of the London Sales Department, the runner-up being Mr. Cyril Salter of the same department. The winners were awarded suitable prizes.

The large photograph shows a group of the players and spectators — all members of the organizations taking part in the various events. Seated in the center is Mr. Walter D. Morgan, Managing Director of the Visible Writing Machine Co. On the ground in the imme-

diate front is Mr. A. W. Thomas, Director and Provincial Manager of the same organization. In the photograph upper left, the cricket players may be seen in action and, at the upper right, the tennis tournament is seen holding forth in full sway.

It is very evident that a great amount of benefit is derived from this Sports

Club idea. Weekly matches are held with opposing clubs made up of employees of various big business organizations in London. Among the matches played and to be played are those with Messrs. Bryant & May; United Films Corporation; William Brandt Sons & Co., Ltd.; Phillip's Lamps Ltd.; and Spencer, Turner & Boldero, Ltd.

As may readily be seen from the illustrations that appear here, these cricket matches and tennis tournaments are held amid ideal surroundings. Given fair weather, these games afford a fine opportunity for out-door recreation which can only tend to fit the participants with renewed vigor and zest for the ensuing week's work.

GERMAN DEALER DISPLAYS ROYAL



At the left, we reproduce a photograph showing the Royal typewriter display made by Mr. Adolf Zerrweck, of Stuttgart, Germany, as a part of the recent Industrial Exposition held in that city. Many of the world's most widely known manufactured products were displayed at the Exposition, which was largely attended by visiting merchants from all parts of Germany and many of the principal cities of Europe. Mr. Zerrweck is the sub-dealer for the Royal in Stuttgart and the adjacent territory, under Chr. N. Schad, of Munich, general dealer for that section of Germany.

The credit for this excellent display of the Royal typewriter goes principally to Mr. Zerrweck, and we take this occasion to compliment him on having so creditably displayed the Royal before so large a number of prospective users. There seems little doubt but that this exhibit will be fruitful of good results for the future development of Royal business in that part of the German territory.

School Department

This is the last month of the Sales Contest, and in our opinion the school sales will be the deciding factor. The majority of our offices seem to realize this fact, judging from the school sales which they made during July. August is one of the best school months of the entire year, as it is the month in which the big deals are closed. The securing of school business should, therefore, receive special attention during August.

Our dealers are unusually active this year in the securing of school business, and we believe that the results which they will secure during our special school drive will show a gain over the number of sales made during the same time last year. We

appreciate the efforts they are making.

Below is the standing of the first twenty-three offices based upon the percentage of school quota secured during July. It is gratifying to know that every one of these offices made 100 per cent. or more of its school quota. Akron leads with almost 1,000 per cent. Columbus is second with 340 per cent. San Antonio is third with 328 per cent:

1—Akron	11—St. Louis
2—Columbus	12—Baltimore
3—San Antonio	13—Cleveland
4—Rockford	14—Louisville
Toledo	15—Bridgeport
5—Milwaukee	16—Dayton
6—Duluth	17—Fort Wayne
7—Harrisburg	18—Providence
Springfield, Ill.	19—Pittsburgh
8—Des Moines	20—Minneapolis
9—Albany	21—Jacksonville
10—Bangor	22—Jacksonville

Employment Department

Our Employment reports for July show that a great deal of attention has been given to the securing of positions for beginners or inexperienced stenographers. Boston and Philadelphia tie for first place, and New York is second. These three offices made exceptionally fine records during last month in the way of placing beginners. Cincinnati and Kansas City also did good work along this line. We would recommend that all of our Employment Managers in our branches as well as in our district branches devote as much time as possible to this work, as the schools attach a great deal of importance to the service which is rendered through our Employment Departments.

Boston is first based upon the percentage of quota secured in positions filled, and New York is second. Pittsburgh is first based upon the percentage of sales quota secured, and St. Louis is second.

In our Branch Offices Mrs. Smith, our Employment Manager in St. Paul, is first in positions filled with almost 700 per cent. of her quota. This is the best record ever made by our St. Paul Office. Fort Worth is second with over 275 per cent. of its quota. Denver is third with

over 270 per cent. of its quota. These are exceptionally good records.

Below is the standing of our Branches and District Branches based upon percentage of quotas secured.

Branches	
POSITIONS	
1—St. Paul	13—Duluth
2—Milwaukee	Davenport
3—Denver	Rockford
4—Portland, Me.	Newark
5—Akron	Jacksonville
6—Peoria	14—Columbus
7—Portland, Ore.	15—Milwaukee
8—San Antonio	16—Johnstown
9—Seattle	Youngstown
10—Fort Wayne	17—Toledo
11—Oakland	San Antonio
12—Worcester	18—Providence
Grand Rapids	19—Birmingham
	20—Omaha
	21—Harrisburg
	22—Rochester
District Branches	
POSITIONS	
1—Boston	9—Dallas
2—New York	10—San Francisco
3—Buffalo	11—Baltimore
4—Philadelphia	12—Louisville
5—Chicago	13—Pittsburgh
6—St. Louis	14—Los Angeles
7—New Orleans	15—Detroit
8—Kansas City	16—Houston
9—Cincinnati	17—Portland
	18—Washington
SALES	
1—Pittsburgh	10—Chicago
2—St. Louis	Kansas City
3—Milwaukee	Louisville
4—Los Angeles	Philadelphia
5—Buffalo	11—Minneapolis
6—Washington	12—Detroit
7—Boston	13—New York
8—San Francisco	14—Baltimore
9—New Orleans	

THE APPROACH

By G. G. RALLS, Manager Los Angeles Office

Probably the most important work in bringing a sale to successful fruition is done in the very beginning when the salesman, figuratively speaking, implants the (first impression) seeds in the customer's mind. Unfortunately, this impression is often formed instantaneously, which forces the salesman to enter the buyer's office under more or less of a handicap. Much has been said and much has been written regarding the proper method of approach, but so many factors enter into each individual selling situation and each prospective buyer's personality has so great a bearing on the matter that no set rule can prove of definite value.

Practically everyone concedes the psychological effect of scrupulously neat and conservative dress. The salesman's consciousness of the correctness of his attire is relieved of any feeling of inferiority on that score, and the prospective customer gaining an impression of the salesman at this stage, only from what his eyes can tell him, must be guided by appearance and the dignity of the salesman's manner.

There is the fellow who approaches his prospect with animated enthusiasm which radiates the atmosphere and commands the situation from the start, pushing aside all obstacles through pleasing personality,

force and good humor, without creating a feeling that he is trying to rush things over the buyer "rough shod." There is the other extreme who has a quiet, dignified bearing, who gains the attention of his prospect through deliberate matter of fact logic. He waxes warm with deep and sincere enthusiasm as the interview progresses.

It is most essential to be a good talker, to be able to establish the mutuality between yourself and your prospect, that places you on common ground and gives weight to your statements. It is a quick asset that goes a long way toward determining your rating as a high grade salesman.

It is up to you to judge your man and choose your tactics. It may be necessary to talk much or it may be best to say little and listen well. Your generalship reflects itself in the frequency of your orders and in the staying qualities of your accounts.

The day of soliciting business and "taking orders" is a thing of the past. It is now a question of real salesmanship, honest hard work and intelligent effort, close attention to business will win out in any line and the success of our best men is the final proof. Someone has said "You can't sit at the banquet with the prize winner if you allow yourself to eat out of the hand of the trade."

ROYAL MACHINE-A-DAY CLUB JULY

NEW MEMBER



F. W. SNYDER
Philadelphia

REPEATERS (Marked by *)

AKRON	DALLAS	MILWAUKEE	PROVIDENCE
L. J. Michel 9	C. D. Walker 4	W. A. Partee 24*	J. H. Alden 1
H. H. Tomkinson 14*			J. D. Crandall 13
ATLANTA	DAVENPORT	MINNEAPOLIS	J. L. Schora 2
S. N. Malone 2	H. B. Swaisgood 1	M. E. Bailey 7*	C. E. Smith 1
BALTIMORE	DAYTON	J. T. Graham 2	
J. C. O'Keefe 9	O. P. Gilmore 13		RICHMOND
W. F. Teer 26*			O. H. Carter 1
BIRMINGHAM	DENVER	NEWARK	A. Bartlett 1
A. Patterson 1	W. H. Mitchell 4	C. K. Schill 1	ROCHESTER
BOSTON	DETROIT	NEW ORLEANS	G. C. Johnson 6
I. C. Barlow 17*	C. W. Knox 13	W. J. Creger 12	ROCKFORD
E. T. Buckley 4	J. C. Mitchell 1	F. Pritchard 2	C. C. Flagg 1
H. E. Burton 27	E. L. Owen 4		SAN ANTONIO
F. W. Kaylor 1	L. D. Teeters 20		J. T. Jackson 2*
G. H. Palmer 13*	O. T. Wheaton 2		E. C. Phillips 3
B. W. Simpson 2	ERIE		SAN FRANCISCO
J. H. Hanson 3	C. V. House 5		D. G. Becknell 4
BRIDGEPORT	FORT WAYNE		C. H. Bellington 6
J. F. Dacey 4	John Shea 1		T. N. Colwell 4*
BUFFALO	FORT WORTH		J. C. Deardorff 2
George Hauptman 4	P. H. Billman 2		G. N. Hammond 1
W. W. Hodgson 3	HARRISBURG		P. Pearson 2
A. R. Lerch 1	J. R. Gardiner 1		S. N. Howel 1
C. M. Pillow 19*	C. W. Bartley 2		C. E. Russ 3
W. F. Wegener 2	H. F. Braider 4*		D. B. Starrett 5
CHICAGO	L. C. Cook 3		SCRANTON
E. H. Barnett 1	C. E. Driscoll 3		C. C. Waters 3
W. G. Brown 11*			D. W. Ward 1
W. S. Daniels 4	HOUSTON		SEATTLE
G. P. Dauberg 9	W. H. Courtenay 4		H. D. Hoyt 1
R. C. Goldblatt 22*			W. H. Kirchofer 5
B. P. Hamil 23	INDIANAPOLIS		SPRINGFIELD, ILL.
R. F. Hoyt 3	W. S. Orvis 1		C. A. Stevenson 1
E. H. Johnson 15	G. W. Randall 3		ST. LOUIS
C. LaBorence 20	J. C. Lankford 1		G. M. Davis 6
H. Niuh 15	J. M. Robert 32		C. D. Sparwasser 5*
J. M. Roberto 32	A. C. Wheeler 9*		L. E. White 20*
L. E. Wilson 8	L. E. Wilson 8		D. H. Meyer 3
CINCINNATI	C. A. D. Richardson 4		ST. PAUL
A. E. Marcus 4	F. G. Kennedy 5*		L. L. Larson 1
L. A. Platz 8	J. F. Schad 1		TOLEDO
S. T. Buck 1	E. C. Williams 2		E. L. Knott 12
CLEVELAND	LOS ANGELES		WACO
J. C. Dawson 5*	R. D. Andresson 8*		S. H. Slaughter 2
M. C. Hull 27*	D. S. Fullerton 2		WASHINGTON
C. E. Keyser 1	G. G. Ralls 9		H. D. Cashman 19*
W. H. Peale 4	S. R. Weinberg 1		E. Richter 20*
W. C. Rodgers 6	A. F. Lines 2		H. L. Rudnick 18
L. R. Cullar 3*	H. W. Karg 1		E. C. Weeks 3
H. W. Bell 2	J. T. Wellman 44*		WORCESTER
H. D. Pegg 1	H. Holmberg 44		F. C. Salisbury 2
G. C. Kinnaman 19*			A. R. Smith 17

DEALERS' M. A. D. ROSTER FOR 1926

J. E. Gaffaney 5*	Mrs. S. D. Hendley 4*	B. Coleman 3*	R. Kuykendall
R. G. Nichols 5*	O. G. Penegar 4*	G. P. Campbell	W. W. White
W. W. Prior 5*	H. G. Bancroft 3*	J. P. Kling	C. Weissinger
H. J. Roof 5*	J. C. Good 3*	F. Myers	R. J. Walsh
R. R. King 5*			W. P. Ridley

FOREIGN MACHINE-A-DAY CLUB

CANADA—Royal Typewriter Company Ltd. A. J. Newlands, Montreal	GREAT BRITAIN—Visible Writing Machine Co., Ltd., London		
		15—P. C. Fielding	22—E. Wood
		16—A. W. Thomas	23—J. B. Worley
		17—H. V. Schofield	24—W. A. Henry
		18—C. A. Barlow	25—W. Jenner
		19—F. W. Barker	26—G. E. W. Sheldrake
		20—F. S. Hall	27—J. C. S. Branson
		21—S. V. Hall	
		LATVIA—O. & J. Dalitz Bros. James Dalitz	
		GERMANY—Berlin—Friedr. Magnus, Nfg. 1—Carl Pietzsch 2—Carl Suchanek Hamburg—Anton Bernstein,	
		GUATEMALA—James P. Howell 1—D. V. Elias 2—V. M. Ramirez	
		SWEDEN—A. B. W. Banzhaf 1—Jonas Eriksson 2—Conrad Bohman	
		NEW ZEALAND—New Zealand Typewriter & Supplies Co. Dunedin—Mr. A. McDougall W. J. Seater & Co.—Wellington—Mr. R. H. Eastman	
		JUGO-SLAVIA—S. M. Markovitch Mr. Edward Pollak	
		HUNGARY—A. Kovacs & Co. Mr. Ferdinand Gross de Millwald	
		BULGARIA—Jordan JV Boyadjieff & Sons Jordan JV Boyadjieff	
		BELGIUM—American House (J. Tondolier) Jean Tondolier—Georges Beker—Paul Juen	
		SPAIN—Trust Mecanografico 1—Jose Perez 2—Jose Espinar	